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The Art and Science of Advertising. By GEORGE FRENCH. Boston: Sherman, French & Co., 1909. 8vo, pp. 291. \$2.00.

Emphasis on artistic taste in advertising chiefly distinguishes this book from other writings on advertising which the past few months have brought forth. The making of the book has evidently received studied consideration; and the many illustrations are devoted to the exemplification of principles of good taste—and therefore of good policy—in typography and the design of advertisements. The author, too, seems to be at his best when he is discussing this same artistic aspect of the advertising problem. At other times his style often suggests the would-be essayist, and manner struggles to cover a paucity of matter.

Socialism in Local Government. By W. G. TOWLER. New York: Macmillan, 1909. 8vo, pp. xiii+335. \$1.50.

Put out under the auspices of the London Municipal Society, and written by its secretary, this book is avowedly designed to oppose socialism. It seeks to prove: "Firstly, that municipal trading does not pay; and, secondly, that the socialists intend to use the power they have obtained in the sphere of local government to put their larger ideas into practice." A person seeking arguments of that character will find them well summarized here; but one seeking the whole truth of the matter may better look elsewhere.

The Russian Peasant. By HOWARD P. KENNARD, M.D. Philadelphia: J. B. Lippincott Co., 1908. 12mo, pp. xi+503. \$1.50.

Confessedly a popular book, this work contains much of value for the student of sociology and economics who would understand the present situation in Russia. About half the book is given to a description of village life; seventy-five pages to a sketch of Russian history as regards the attitude toward the peasant; and nearly a hundred pages to "Russian poison," bureaucracy, and the church. The general tone of the book is pessimistic, the typical peasant being described as "sheep-skin without, sheep's brains within."